

A study on consumer perceptions and buying behavior towards selected home appliances products in Bangalore rural districts

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Abstract

India is an emerging country; in recent times India witnessed a wave of change. Indians literacy levels are improving and Indians demanding better life style, Indian markets have become a global destination for different investors in the world. From the past three decades marketing facing lot of challenges today because understanding the consumers is a comprehensive task because each consumer have different taste and different perception, because customer loyalty have been an integral part due to changing mindset from time to time. For buying products various factors will influence to customers such as age, family life cycle, values, attitude, culture, customs because in order analyze the customer likes and dislikes various parameters have been adopted. The study focus on home appliances which are extensively used in Bangalore rural districts, the products are, air conditioner, washing machine, refrigerators, mixer grinder, televisions. The study evaluates location wise consumer buying behavior towards home appliance products in Bangalore rural districts.

Keywords: consumer behavior, home appliances, life styles, liberalization, global brands

Introduction

Marketing is a never ending process because each and every day the consumers should fulfill their basic needs, the consumer perceptions and buying behavior of the customers are changing day by day, due to influence of experience the person changing his perception and behavior home appliances today they are basic necessities for human beings each and every houses today they are buying home appliances and accomplish household functions, Bangalore is called as silicon valley of India, Bangalore become global destination for software industries, and the city occupies important position in the world after liberalization, due to massive population in Bangalore, the government of Karnataka divided Bangalore into two parts in 2007, Bangalore urban and Bangalore rural, the Bangalore rural consist of four taluks, Doddaballapur, Devanahalli, Nelamangala, Hosakote. today many industries are focusing on Bangalore urban because Bangalore urban population is vast compare to Bangalore rural, the product purchasing rate is saturated from past few years in Bangalore urban, so these industries today giving more preference to Bangalore rural regions because they have lack of interest on home appliance due to their lifestyles, the study reveals the aspect of buying behavior towards home appliances, A consumer behavior refer to psychological, social and physical behavior of potential consumer as they become aware of evaluate, purchase, consume and inform others about product or services, From the past three decades Indian customer witness tremendous changes in customer lifestyle, Indians notice various consequences due to entry of global brands in Indian markets, many global competitors come up with new strategy to possess customers from rural area, because the urban customers got saturated, the companies next target is rural areas so the India is a country of villages, today maximum number of populations are stays in rural regions.

And their consumption level, taste, needs of the customer is entirely different compare to urban customers, the companies are using and attracting rural customers with their different strategies such as discount in price level, offers gifts such as buy one get one free, offers products in installment basis, so various techniques used by companies in order to gain customers, the study uses different parameters in order to assess the consumer behavior and which of the home appliances they prefer in their daily lifestyles.

Review of literature

Dr Uma (2014) the study reveals the consumer attitude of Madurai district, the consumers in this place are important part to realize the challenges faced by marketers in comprehending customers mind. Because customer minds consist of different taste, preference, customs, culture, the findings of the study to analyze the consumer buying behavior towards selected home appliances in Madurai, the methodology of the study classified into primary data collected from questionnaires and secondary data from books, magazines. The study came into conclusion that consumer behavior & preference have great impact on home appliances products, the home appliances such as television, air conditioners, washing machines & mixer grinder are used on brand names.

Dr Abdul Brose khan (2014) ^[1] the study examines lifestyle characteristics have a great impact on consumer buying behavior clusters and study highlights lifestyle determinants of consumer buying behavior towards home appliances products in ramanathapuram. the findings of the study is to found need recognition of high technology cluster & domestic purchase cluster comparing with comfort zone, the methodology of study is based on empirical method, questionnaires is prepared respondents have been pre tested by researchers in

ramanathapuram. The study concluded with a consumer possess product with maximum possibility of lifestyle identity. Ashish Kumar (2015) [2] the study evaluates buying behavior & preference Of consumer in home appliances market of Haier which are used by people of all ages, the study make significant findings that people perceives this product by price, quality, advertisement, satisfaction loyalty.the findings of the study is to find out perception of consumers toward Haier as brand. The methodology of study is the survey conducted to collect primary data from sample of 150 people, the study concluded with overall people like to purchase Samsung brand rather than Haier.

Vijayalakshmi (2014) [3] the current study focus on consumer ownership acquire & usage of home appliances helping marketer to understand in detail of customer acquire & usage framing best marketing strategies to conquer competition & improve loyal customers drive towards development of durable industries. The findings of the study are to usage period of home appliances products.the methodology of the study is sample size of 357 respondents. And statistical tools like chi square were adopted to analyze data to obtain results. The study concluded with most of the respondents are using home appliances from 5-10 years so it is difficult to change existing products, and customers buys home appliance only in case of festival and seasonal offers.

Objectives of the study

1. To review the related literatures, to have a better understanding of the present study
2. To study and analyze the consumer buying behavior towards selected home appliance products in Bangalore rural districts
3. to offers findings and suggestions

Scope of the study

The present study has been confined to study on consumer buying behavior towards selected home appliances product. The study covers only from the customers of in Bangalore rural district

Research methodology

The research design adopted for this study is descriptive research. The sample design of the study is based on area sampling and convenience sampling. The study is based on primary and secondary data. Primary data have been collected from the respondents by using well structure questionnaire. Secondary data were collected from books, journals, research articles, magazines, newspaper and websites. And data analyzed using statistical tool of percentage analyses.

Sample design

A sample is a representative part of the population. The probability methods of systematic random sampling method were followed for study to choose the sample respondents. The study considers sample size of 400 household respondents have been selected from Bangalore rural district that is Doddaballapur, Devanahalli, Nelamangala, Hosakote.

Table 1: location wise distribution of customers

Location	No of respondents	Percentage
Doddaballapur	100	25
Devanahalli	100	25
Nelamangala	100	25
Hosakote.	100	25
Total	400	100

From the above analysis Bangalore rural districts classified into four taluks, from each taluks probability method of random sampling method is adopted, 400 respondents have consider from the district, in doddaballapur 100 respondents we consider, in devanahalli 100 respondents, in nelamangala 100 respondents and hoskote 100 respondents.

Product selection

- Color Television
- Air conditioner
- Washing machine
- Refrigerator
- Mixer grinder

Table 2

Types of home appliances	Area of residences								Total	
	doddaballapur		devanahalli		Nelamangala		Hoskote		No	%
	No	%	No	%	No	%	No	%		
Color television	70	70	75	75	60	60	65	65	270	67.5
Refrigerators	08	08	12	12	15	15	10	10	45	11.25
Air conditioner	05	05	07	07	08	08	10	10	30	7.5
Washing machine	07	07	03	03	05	05	05	05	20	5
Mixer grinder	10	10	03	03	12	12	10	10	35	8.75
	100	100	100	100	100	100	100	100	400	100

Survey data

From the above analysis from each taluks, we consider 100 respondents the questionnaires consist of home appliance such as color television, refrigerators, air conditioners, washing machine, mixer grinder from each taluks we collected data,still many respondents having color television in their

residence, 67.5 % from Bangalore rural district using color televisions. refrigerators 11.25%, air conditioners 7.5% washing machine 5% and mixer grinders 8.75%. So the study gives relevant information of home appliances in Bangalore rural districts.

Table 3: Reason for choosing brand of home appliances

Reasons	Color television	refrigerators	Air conditioners	Washing machine	Mixer grinders
Because of brand name	220	300	250	280	150
Because of better after service	80	25	100	20	100
Lesser price	40	30	20	10	40
Because of brand name & better after service	60	45	30	90	110
Total	400	400	400	400	400

Survey data

Findings and recommendations

The major findings of the study is many customers in Bangalore rural districts are preferred branded products, the branded products plays dominant role, even though many companies selling products with lesser price to customers but customers are more intelligence whether urban or rural regions the consumers are more clever, they focus on branded name companies.so my recommendations for the companies is they need to more focus on promotion of goods, they should come up with marketing strategies and also with good quality and services.

Conclusion

The study came into conclusion that the consumer behaviors plays important role in order to purchase any product. The study examines the consumer behavior role while considering home appliance such as color television, refrigerators, air conditioners, washing machine, mixer grinders, the analysis and interpretations of the study gives constructive feedback that many customer today buying products with the brand image,the industries must give more focus on consumer behavior such as customers psychology, attitude, preference, taste.so then only they can maximize their sales and they can also more competence.

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